

Figure 1

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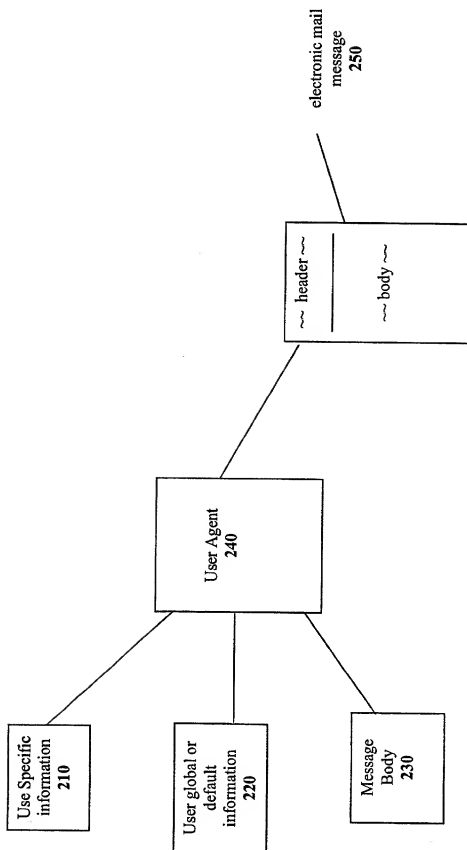
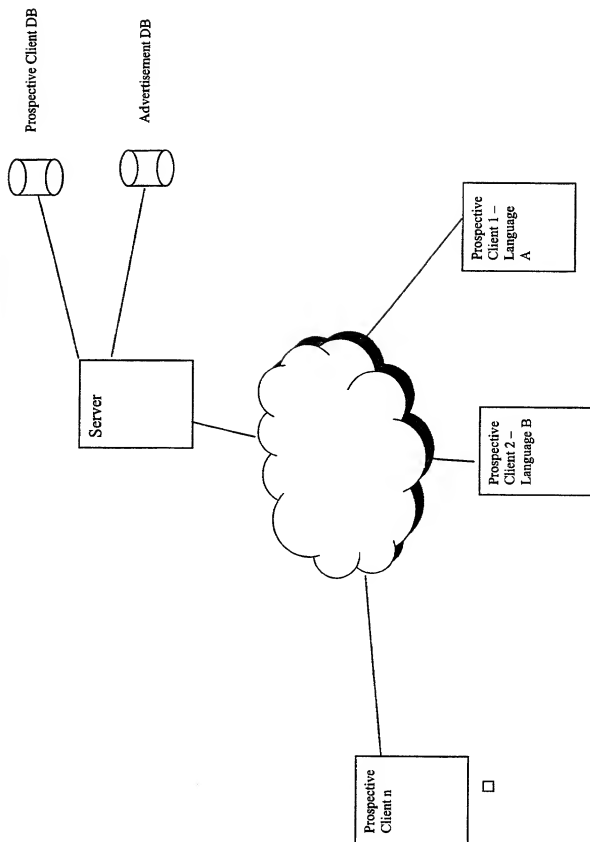
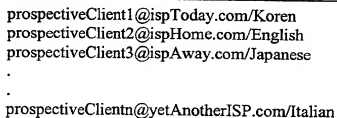


Figure 2

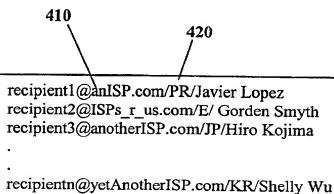


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prospectiveClient1@ispToday.com/Koren
prospectiveClient2@ispHome.com/English
prospectiveClient3@ispAway.com/Japanese
.
prospectiveClientn@yetAnotherISP.com/Italian

Figure 4A



410
420

recipient1@anISP.com/PR/Javier Lopez
recipient2@ISP_s_r_us.com/E/ Gorden Smyth
recipient3@anotherISP.com/JP/Hiro Kojima
.
recipientn@yetAnotherISP.com/KR/Shelly Wu

Figure 4B

```

sub mail_header
{
    $rcip = $contact_email;
    $sender = "advertis@globaltestmarket.com\n";

    $sub_line = &get_message(57,$language);

    if ($language eq 'E' || $language eq 'FR' || \
        $language eq 'DE' || $language eq 'SP' || \
        $language eq 'IT' || $language eq 'PR')
    {
        open (MAIL, "|$mail_prog -B 8BITIME -t");
        print MAIL "To: $rcip\n";
        print MAIL "From: $sender\n";
        print MAIL "Reply-to: frontdesk@globaltestmarket.com\n";
        print MAIL "Subject: $sub_line\n";
        print MAIL "MIME-Version: 1.0\n";
        print MAIL "Content-Type: text/html; charset='iso-8859-1'\n";
        print MAIL "Content-Transfer-Encoding: 8bit\n";
    }
    elseif ($language eq 'JP')
    {
        open (MAIL, "|$mail_prog -t");
        print MAIL "To: $rcip\n";
        print MAIL "From: $sender\n";
        print MAIL "Subject: $sub_line\n";
        print MAIL "MIME-Version: 1.0\n";
        print MAIL "Content-Type: text/html; charset='Shift-JIS'\n";
    }
    elseif ($language eq 'CHT')
    {

```

Figure 5

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```

open (MAIL, "|$mail_prog -t");
print MAIL "To: $recip\n";
print MAIL "From: $sender\n";
print MAIL "Subject: $subline\n";
print MAIL "MIME-Version: 1.0\n";
print MAIL "Content-Type: text/html; charset='big5'\n";
print MAIL "Content-Transfer-Encoding: 8bit\n";
}
elseif ($language eq 'KR')
{
    open (MAIL, "|$mail_prog -B 8BITMIME -t");
    print MAIL "To: $recip\n";
    print MAIL "From: $sender\n";
    print MAIL "Subject: $sub_line\n";
    print MAIL "MIME-Version: 1.0\n";
    print MAIL "Content-Type: text/html; charset='ks_c_5601-1987'\n";
    print MAIL "Content-Transfer-Encoding: 8bit\n";
}
else
{
    open (MAIL, "|$mail_prog -t");
    print MAIL "To: $recip\n";
    print MAIL "From: $sender\n";
    print MAIL "Subject: $sub_line\n";
    print MAIL "MIME-Version: 1.0\n";
    print MAIL "Content-Type: text/html; charset=UTF-8\n";
    print MAIL "Content-Transfer-Encoding: quoted-printable\n";
}
}

```

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590

Figure 5 - Cont

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A0	A1	A2	A3	A4	A5	A6	A7	A8	A9	AA	AB	AC	AD	AE	AF	-
B0	B1	B2	B3	B4	B5	B6	B7	B8	B9	BA	BB	BC	BD	BE	BF	0
C0	C1	C2	C3	C4	C5	C6	C7	C8	C9	CA	CB	CC	CD	CE	CF	1
D0	D1	D2	D3	D4	D5	D6	D7	D8	D9	DA	DB	DC	DD	DE	DF	2
E0	E1	E2	E3	E4	E5	E6	E7	E8	E9	EA	EB	EC	ED	EE	EF	3
F0	F1	F2	F3	F4	F5	F6	F7	F8	F9	FA	FB	FC	FD	FE	FF	4

610

Figure 6

[illegible]

Figure 7

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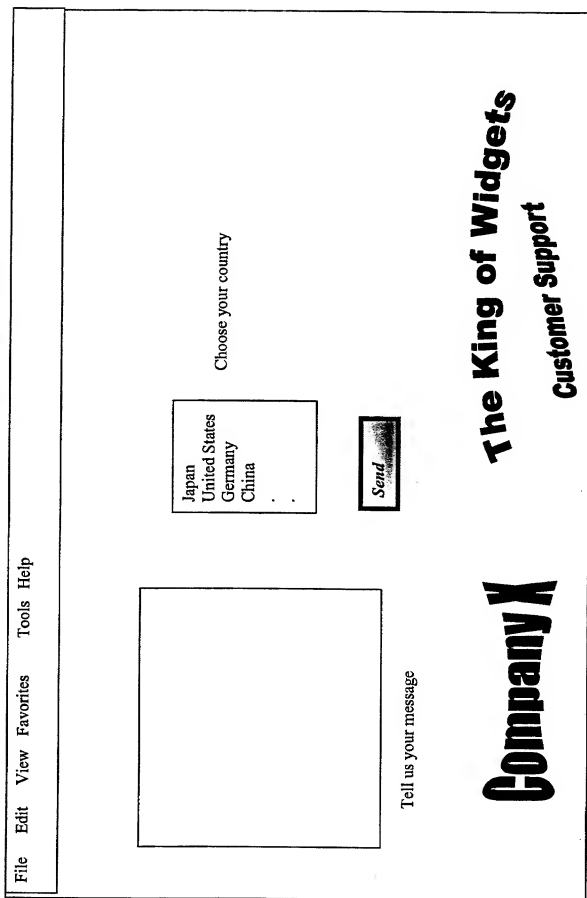


Figure 8

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Figure 9

```
sub mail_header
{
    .
    .
    $recip = $get_recip($language);
    .
    .
    open (MAIL, "|$mail_prog -B 8BITIME -t");
    print MAIL "To: $recip\n";
    .
    .
}
```

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```
sub get_recip
{
    $the_lang = $_[0];
    if ($the_lang eq 'IT')
    {
        $the_recip = "servizio@globaltestmarket.com";
    }
    elseif ($the_lang eq 'DE')
    {
        $the_recip = "kundendienst@globaltestmarket.com";
    }
    elseif ($the_lang eq 'NL')
    {
        $the_recip = "klantendienst@globaltestmarket.com";
    }
    elseif ($the_lang eq 'FR')
    {
        $the_recip = "service@globaltestmarket.com";
    }
    else
    {
        $the_recip = "frontdesk@globaltestmarket.com";
    }
    return $the_recip;
}
```

Figure 10

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```
$the_title = &get_list_value(10,$lang,$title);  
  
if ($lang eq 'JP')  
{  
  $the_text = $lastname . ' ' . $the_text;  
}  
elseif ($lang eq 'KR')  
{  
  $the_text = ' ';  
}  
else  
{  
  $the_text = $the_title . ' ' . $firstname . ' ' . $lastname ;  
}  
print MAIL "<br>$the_text<br><br>\n";
```

Figure 11

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```

sub get_list_value
{
    $list_id = $_[0];
    $list_lang = $_[1];
    $this_val = $_[2];

    my $list_sth = $dbh->prepare("SELECT list_text FROM lists WHERE list_id=$list_id AND list_lang = '$list_lang' AND
    $list_value=$this_val");
    $list_sth->execute or die "Unable to execute query: $list_sth->errstr\n";
    $list_rows = $list_sth->rows;

    $listinfo = $list_sth->fetchrow_arrayref;
    $list_text = $listinfo->[0];
    $list_sth->finish;

    return $list_text;
}

```

Figure 12

```

CREATE TABLE lists (
    list_id int(11) DEFAULT '0' NOT NULL,
    list_lang char(3) DEFAULT 'E' NOT NULL,
    list_sequence int(11) DEFAULT '0' NOT NULL,
    list_text varchar(50) DEFAULT '' NOT NULL,
    list_value varchar(20) DEFAULT '' NOT NULL,
    PRIMARY KEY (list_id,list_lang,list_value),
    KEY list_id_2 (list_id,list_lang,list_sequence)
);

```

Figure 13